

101

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**"OVER
HERE"**

Special Edition
News Campaign
"Over Here"
America's Great

America's Great Achievement Is Your BIGGEST Opportunity

"OVER HERE" is the wonderful and interest-compelling title of a new **FEATURE** which you can play in your theatre. Its theme is the transformation of thousands of acres of timberland into a U. S. military city WITHIN 90 DAYS of the time work was started—is not alone timely, but of great selling value.

"OVER HERE" is a tribute to American ingenuity—to every American.

"OVER HERE" is Two Thousand (2,000) feet in length and contains a wealth of action, education, patriotism.

"OVER HERE" is a picture that the largest and best theatres will make a special attraction, regardless of what their regular program is.

"OVER HERE," properly "played up" by the exhibitor, will make a big business necessary. It will "pack 'em in" and "hold 'em out."

"OVER HERE" is a picture that the largest and best theatres will make a special attraction, regardless of what their regular program is.

101

Special Edition World Film
News Campaign Book for
"Over Here"—Showing
America's Great Achievement

at Achievement BEST Opportunity

and interest-compelling title of a new SUPER
in your theatre. Its theme—the conversion of
to a U. S. military city WITHIN FIFTY-TWO
—is not alone timely, but of tremendous seat-

merican ingenuity—to every American citizen.

(2,000) feet in length and every inch breathes

e largest and best theatres will use as their main
regular program is.

up" by the exhibitor, will make *morning shows*
and "hold 'em out."

ed or warfare; it appeals to every man, woman,
or kin within the ranks.



America's Great Achievement Is Your BIGGEST Opportunity

"OVER HERE" is the wonderful and interest-compelling FEATURE which you can play in your theatre. Its thousands of acres of timberland into a U. S. military city in 100 DAYS of the time work was started—is not alone time selling value.

"OVER HERE" is a tribute to American ingenuity—to the American people.

"OVER HERE" is Two Thousand (2,000) feet in length. It is action, education, patriotism.

"OVER HERE" is a picture that the largest and best theatre in the country is an attraction, regardless of what their regular program is.

"OVER HERE," properly "played up" by the exhibitor, is necessary. It will "pack 'em in" and "hold 'em out."

"OVER HERE" is without bloodshed or warfare; it appeals to man and child, for no one is without kith or kin within the range of the picture.

As sales agents and sole and exclusive distributors of "OVER HERE," we are giving you this campaign book to help YOU get the program and make the live exhibitor.

"OVER HERE" is your big opportunity. Make it your publicity smash of the year and SMASH YOUR HOUSE.

Achievement T Opportunity

est-compelling title of a new SUPER
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military city **WITHIN FIFTY-TWO**
alone timely, but of tremendous seat-

enuity—to every American citizen.

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and best theatres will use as their main
rogram is.

e exhibitor, will make *morning shows*
em out."

fare; it appeals to every man, woman,
ithin the ranks.

utors of "OVER HERE" we are send-
get the profit this super feature will

Make it your biggest advertising and
OUR HOUSE RECORDS TO BITS.

WORLD PICTURES

Smash Hard on Your Advertising and for "Over Here" and Jam—Pack

THE
AMERICAN MIRACLE

OVER HERE

SEE
A VIRGIN FOREST
CONVERTED INTO A MILITARY CITY
FOR 40,000 OF OUR BOYS IN 52 DAYS

SEE 3 HUGE BARRACKS BUILT TO
ACCOMMODATE 900 MEN IN 38 MINUTES

SEE 10,500 MEN - 5000 HORSES
AND 1000 AUTO TRUCKS ALL AT TOP
SPEED HELPING US WIN THE WAR

SEE THIS WONDER FILM
AND BE PROUD OF AMERICA

THE GREAT
ACHIEVEMENT
OF THE CENTURY

(Three-Sheet)

AMERICA'S
GREATEST ACHIEVEMENT

OVER HERE

SEE
A VIRGIN FOREST
CONVERTED INTO A HOME
FOR 40,000 OF "OUR BOYS"
IN 52 DAYS

THE MILITARY
FILM OF
THE HOUR

(Six-Sheet)

AMERICA'S GREATEST ACHIEVEMENT

FROM VIRGIN FOREST TO A
MILITARY CITY FOR 40,000
OF OUR FIGHTING BOYS
IN 52 DAYS

OVER HERE

The harder you hammer on the advertising and exploitation times a day you'll stand 'em up.

The advertising material to "bang away" with, is ready. screams with patriotism. From the lobby displays to this campaign with money-getting force.

Make a smash on "OVER HERE"—an everlasting wallop t out of their chairs and make a dent in the next State.

Hop To It With This Advertising

The colors of Old Glory glow in every sheet of paper issue sheet fires the patriotism of the beholder, adds to his intense pride achievement, and makes him shout for a chance to buy a ticket for theatre.

Plaster every stand, stick and stone in your town with t twenty-four sheet, six sheet, three sheet, and one sheet—at five cent bomb of an advance poster to exhibitors FRI

Special lobby displays of the interest draw big crowds, are ready to draw big crowd two sets of them—black and white photograph and one title card), and each photo and title Put 'em in your lobby and watch the folks g

Newspaper cuts—one and two column ready to swell the jam at your box-office. Look cuts and how to use them in your newspaper

The style is a smash that will mean r
"OVER HERE"

Throwaways, ready-made newspaper paper notices, money-getting publicity stunt book ready for you.

This advertising material has brains, getting power in every inch of it. It is SUPER—because with this SUPER-EXCELLENT SUPER-FEATURE there's no limit but the ning capacity of your house to what you can d

ng and Publicity Pack 'Em In

and exploitation of "OVER HERE" the more
h, is ready. From the paper to the slide, it
o this campaign book, it is loaded to the brim
sting wallop that will jolt the stay-at-homes

Advertising Matter

of paper issued on "OVER HERE." Every
is intense pride in Uncle Sam's miraculous
ay a ticket for this SUPER FEATURE at your

r town with this full assortment of paper—
et—at five cents a sheet. We send a bursting
exhibitors FREE.

of the interesting, newsy sort that always
draw big crowds to your theatre. There are
hite photographs, five to a set (four photos
hoto and title card is 11 x 24 inches in size.
ch the folks gather.

nd two column—snappy, unusual cuts, are
box-office. Look at the next page to see these
ur newspaper
at will mean

dy-made newspaper ads, seat-selling advance new
etting publicity stunts, are all here in this campaign

material has brains, experience, sure-fire money-
ch of it. It is SUPER-EXCELLENT. Use all of it
PER-EXCELLENT advertising material and this
re's no limit but the morning, afternoon and eve-
use to what you can do on "OVER HERE."

MENT

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A TRIBUTE

SEE THIS WONDERFUL
AND BE PROUD OF AMERICA

**THE GREAT
ACHIEVEMENT
OF THE CENTURY**

(Three-Sheet)

**AMERICA'S
GREATEST ACHIEVEMENT**
"OVER HERE"

SEE

**A VIRGIN FOREST
CONVERTED INTO A HOME
FOR 40,000 OF "OUR BOYS"
IN 52 DAYS**
**THE MILITARY
FILM OF
THE HOUR**

(Six-Sheet)

AMERICA'S GREATEST ACHIEVEMENT

**FROM VIRGIN FOREST TO A
MILITARY CITY FOR 40,000
OF OUR FIGHTING BOYS
IN 52 DAYS**

"OVER HERE"

TO
SEE 3

TO ACCOMMODATE
10,500 MEN, 5,000 H
WORKING AT TOP SPEED

THE MILITARY FILM

(Twenty-four-Sheet)

sheet fires the patriotism of the beholder, adds to his achievement, and makes him shout for a chance to buy a theatre.

Plaster every stand, stick and stone in your town with twenty-four sheet, six sheet, three sheet, and one sheet—bomb of an advance poster to explode.

Special lobby displays of draw big crowds, are ready to draw two sets of them—black and white and one title card), and each photo. Put 'em in your lobby and watch.

Newspaper cuts—one and ready to swell the jam at your box office. Newspaper cuts and how to use them in your.

The style is a smash that "OVER HERE."

Throwaways, ready-made paper notices, money-getting publicity book ready for you.

This advertising material getting power in every inch of it. —because with this SUPER-EXC SUPER-FEATURE there's no limiting capacity of your house to which.

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With This Advertising Matter

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s advertising material has brains, experience, sure-fire money- ver in every inch of it. It is SUPER-EXCELLENT. Use all of it with this SUPER-EXCELLENT advertising material and this LATURE there's no limit but the morning, afternoon and eve- ty of your house to what you can do on "OVER HERE."

ACHIEVEMENT

HERE

A TRIBUTE
TO EVERY AMERICAN
SEE 3 HUGE BARRACKS BUILT
TO ACCOMODATE 900 MEN IN 38 MINUTES
100 MEN, 5,000 HORSES, 1,000 AUTO TRUCKS
AT TOP SPEED TO HELP WIN THE WAR
RY FILM OF THE HOUR

Business-Getting Newspaper Pub

Advance Newspaper Notices

Huge Cantonment Rushed to Completion in Fifty-two Days; Records Smashed

Thousands of Men, Thousands of Horses, Hundreds of Machines, Work Night and Day to Finish Vast Job.

All building records in America, in Europe, in the whole wide world were smashed to bits in the construction of the huge cantonments in which the American soldiers will be housed and trained preliminary to their departure over seas for the front in France.

Think of it, a vast military city capable of housing 40,000 men, started and finished in fifty-two days!

Think of the thousands of men, thousands of horses, hundreds of machines working night and day, seven days a week to get the job done on time.

Think of a quiet countryside changed in the twinkling of an eye from a timber and meadowland to a bustling, hurrying, scurrying city full of pulsating life in less than two months!

Think of the brains, the resistless speed, the volcanic energy, necessary to plan such a job and rush it to completion within the specified time.

And then think of being able to see all this before your own eyes on the motion picture screen!

This is what you will see at the theatre on

when "Over Here," the big, timely, patriotic picture will be shown.

"Over Here" shows one of the cantonments in the course of construction. It shows the whole job from the planning of the first blue print to the completion of the work and the arrival of the U. S. soldiers. It shows the building of railroads, the transporting of the needed hundreds of tons of supplies, the gangs of men, the army of motor trucks, the speed and hustle and power of the whole procedure.

"Over Here" is devoid of war scenes, but it shows war in the making, the vastly complicated and enormous machinery which has been set in motion by the national government to raise and train the army which will give the final wallop to the enemy. It shows one of the biggest undertakings in all history rushed to a successful completion with an almost unbelievable speed.

"Over Here" is the one film that you must not miss. If you have kith or kind, friend or acquaintance, in the army, you must see this picture. If you want to see America aroused, America with its volcanic energy in full working power, if you want to see Uncle Sam's punch—then you must see "Over Here."

age, house 40,000 men. Think how long it takes to build an ordinary city of this size. And then think of erecting a city in fifty-two days as

one on the screen in "Over Here," a wonderfully patriotic picture presented by World-Pictures.

Nature, such an enormous work involves the expenditure of a tremendous amount of America's brains, volcanic energy and general ability. All this we see on the screen in the hustle and bustle of 10,000 workmen, thousands of horses, hundreds of machines—all working night and day to get the big job done on time.

The theatre on will show "Over Here" on See this wonder picture. See Uncle Sam's punch.

"AMERICAN MIRACLE" ONE OF GREATEST SIGHTS OF THE WAR

"The American Miracle," the building of the enormous cantonments in which hundreds of thousands of American soldiers will be housed while being trained for the big smash in France, will be shown at the theatre on under the title of "Over Here."

"Over Here" shows the work of building a cantonment from the time the first blue print was made until the soldiers marched in to take possession. It shows the construction of railroad tracks, water systems, sewerage systems and the scores of buildings in which the soldiers make their homes, the big buildings in which the supplies are stored, the roads, sidewalks and all the other things going to the making of a city for 40,000 men.

If you have a son, or a brother, a sweetheart, a friend or an acquaintance who is in the army, you must see this picture. You must see the conditions under which the American boys will live while in training and the enormous amount of work embodied in the preparations for housing them during the training period.

a building and getting it up in the twinkling of an eye, you see vast stores of supplies tackled by motor trucks and carted away before you can draw your breath, you see a country side turned into a city of 40,000 in the grace of a few weeks. And, finally, you see the American troops marching in to the city to take their quarters where they will remain until they go across the sea to administer the final punch to Germany.

IS YOUR BOY IN THE ARMY? THEN BE SURE TO READ THIS

You want to see the sort of conditions under which your boy will live while at the army cantonment in preparation for joining in the big smash across the sea. You want to see the speed, force and energy put into the construction of these cantonments. So you will want to see "Over Here" at the theatre on as "Over Here" shows in interesting and speedy detail the construction of one of the many cantonments which are now dotting the United States from coast to coast.

The particular cantonment shown in this picture in process of construction is the one located at Little Rock, Ark. This cantonment was completed on time, September 1st, ready to receive the thousands of soldiers assigned to it. You are not surprised that it was completed on time when you see the speed and energy, the thousands of men, the tons of materials, the hundreds of machines put into its construction.

"Over Here" shows the construction of this cantonment from the completion of the blue prints to the time of the arrival of the U. S. soldiers. It shows the peaceful countryside transformed in the twinkling of an eye into an armed camp and it shows the overcoming of difficulties with a dash and spirit which will make the American soldiers the best in the entire world.

You will be intensely interested in "Over Here." See it by coming early and avoiding the rush.

"AMERICA'S VOLCANIC ENERGY WILL WIN WAR," SAYS

LLOYD GEORGE Declares U. S. Has the Resistless Force Necessary

THE CANTONMENTS Their Record-Breaking Construction Shows America's Energy in Action

Much interest was aroused in England and America when Premier Lloyd George, of England, recently stated that "America's volcanic energy" will win the war. Premier George spoke from personal observation when he made this remark about America's energy and certainly everything that America has so far done in the war bespeaks the possession of the resistless energy and spirit necessary to give the final smash in the big conflict.

"Over Here" is the title of a big, patriotic film showing the construction of one of these camps from the time of the drawing of the first blue print until the transformation of a whole countryside into a vast armed city. "Over Here" will be the extra special attraction at the theatre on and as you will want to see this intensely patriotic, exceptionally education film, you must come early to avoid the big rush of people equally anxious to see this picture.

You will see roads leap to being where there were not even trails before, you will see railroads laid with the most astonishing speed, you will see a whole city big enough to house 40,000 troops, spring to being before your eyes. And then you will see the American soldiers march in and take possession of the quarters where they will be housed and trained before going over to France to show the Kaiser what America can do.

Every inch of "Over Here" breathes action, education, the most exalted patriotism. See it.

BIG, PATRIOTIC, TIMELY, UNIQUE IS "OVER HERE"

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OVER HERE

All building bits;

Thousands of ing as men neve

A whole city, 40,000 people co in fifty-two days

"OVER HER patriotism, jam packed with time

See it.

IBEX

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Newspaper Publicity and C

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Every inch of "Over Here" breathes
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READY-MADE ADS

ONE COL. AD

Uncle Sam's Punch



OVER HERE you will see

All building records smashed to
bits;

Thousands of men and horses to
ing as men never toiled before;

A whole city, capable of housin
40,000 people completely constructe
in fifty-two days;

"OVER HERE" is loaded wi
patriotism, jammed with interes
packed with timeliness.

See it.

IBEX THEATRE

All week; morn afternoon and

night, beginning November 19th.

ONE COL. AD

The American Miracle



A miracle of d, brains,
work.

night, beginning November 19th.

TWO COL. AD

America's Great Achievement



American soldiers will be housed and trained preliminary to their departure over seas for the front in France. Think of it, a vast military city capable of housing 40,000 men, started and finished in fifty-two days! Think of the thousands of men, thousands of horses, hundreds of machines working night and day, seven days a week to get the job done on time. Think of a quiet countryside changed in the twinkling of an eye from a timber and meadowland to a bustling, hurrying, scurrying city full of pulsating life in less than two months! Think of the brains, the resistless speed, the volcanic energy, necessary to plan such a job and rush it to completion within the specified time. And then think of being able to see all this before your own eyes on the motion picture screen! This is what you will see at the theatre on

ning of the first blue print to the completion of the work and the arrival of the U. S. soldiers. It shows the building of railroads, the transporting of the needed hundreds of tons of supplies, the gangs of men, the army of motor trucks, the speed and hustle and power of the whole procedure. "Over Here" is devoid of war scenes, but it shows war in the making, the vastly complicated and enormous machinery which has been set in motion by the national government to raise and train the army which will give the final wallop to the enemy. It shows one of the biggest undertakings in all history rushed to a successful completion with an almost unbelievable speed. "Over Here" is the one film that you must not miss. If you have kith or kind, friend or acquaintance, in the army, you must see this picture. If you want to see America aroused, America with its volcanic energy in full working power, if you want to see Uncle Sam's punch—then you must see "Over Here."

many cantonments which are now dotting the United States from coast to coast. The particular cantonment shown in this picture in process of construction is the one located at Little Rock, Ark. This cantonment was completed on time, September 1st, ready to receive the thousands of soldiers assigned to it. You are not surprised that it was completed on time when you see the speed and energy, the thousands of men, the tons of materials, the hundreds of machines put into its construction. "Over Here" shows the construction of this cantonment from the completion of the blue prints to the time of the arrival of the U. S. soldiers. It shows the peaceful countryside transformed in the twinkling of an eye into an armed camp and it shows the overcoming of difficulties with a dash and spirit which will make the American soldiers the best in the entire world. You will be intensely interested in "Over Here." See it by coming early and avoiding the rush.

age, house 40,000 men. Think how long it takes to build an ordinary city of this size. And then think of erecting this city in fifty-two days as one on the screen in "Over Here" a wonderfully patriotic picture presented by World-Pictures. Nature has such an enormous work involves the expenditure of a tremendous amount of America's brains, volcanic energy and general ability. All this we see on the screen in the hustle and bustle of 10,000 workmen, thousands of horses, hundreds of machines—all working night and day to get the big job done on time. The theatre on will show "Over Here" on See this wonder picture. See Uncle Sam's punch.

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"AMERICA'S VOLCANIC ENERGY WILL WIN WAR," SAYS

LLOYD GEORGE Declares U. S. Has the Resistless Force Necessary THE CANTONMENTS Their Record-Breaking Construction Shows America's Energy in Action

Much interest was aroused in England and America when Premier Lloyd George, of England, recently stated that "America's volcanic energy" will win the war. Premier George spoke from personal observation when he made this remark about America's energy and certainly everything that America has so far done in the war bespeaks the possession of the resistless energy and spirit necessary to give the final smash in the big conflict.

"Over Here" is the title of a big, patriotic film showing the construction of one of these camps from the time of the drawing of the first blue print until the transformation of a whole countryside into a vast armed city. "Over Here" will be the extra special attraction at the theatre on and as you will want to see this intensely patriotic, exceptionally education film, you must come early to avoid the big rush of people equally anxious to see this picture.

You will see roads leap to being where there were not even trails before, you will see railroads laid with the most astonishing speed, you will see a whole city big enough to house 40,000 troops, spring to being before your eyes. And then you will see the American soldiers march in and take possession of the quarters where they will be housed and trained before going over to France to show the Kaiser what America can do.

Every inch of "Over Here" breathes action, education, the most exalted patriotism. See it.

BIG, PATRIOTIC, TIMELY, UNIQUE, IS "OVER HERE"

Every patriot will want to see "Over Here." Every father, mother, brother, sister, sweetheart or friend of a fighting man, will want to see this picturesque screen record of the building of an army cantonment.

Everybody will want to see the huge army trucks working at top speed, the hustle, bustle and hurry of the place that seems like confusion but that is really the best sort of order. Everybody will want to see the calm countryside transformed into an armed camp with a speed that gives promise of a tremendous jolt for the Kaiser when the speedy, energetic Americans join in the big smash over the sea.

"Over Here" will be shown at the theatre on Come early as there will be a terrific rush to see this production.

AMERICA'S GREATEST ACHIEVEMENT

"OVER HERE"

SEE A VIRGIN FOREST CONVERTED INTO A HOME FOR 40,000 OF OUR BOYS IN 52 DAYS

THE MILITARY FILM OF THE HOUR

(One-Sheet)

COMING



"OVER HERE"

AMERICA'S great achievement. A virgin forest converted into a military city for 40,000 of our boys in fifty-two days.

Released by World Pictures

(Advance Poster—FREE)

"AMERICAN MIRACLE" ONE OF GREATEST SIGHTS OF THE WAR

"The American Miracle," the building of the enormous cantonments in which hundreds of thousands of American soldiers will be housed while being trained for the big smash in France, will be shown at the theatre on under the title of "Over Here."

"Over Here" shows the work of building a cantonment from the time the first blue print was made until the soldiers marched in to take possession. It shows the construction of railroad tracks, water systems, sewerage systems and the scores of buildings in which the soldiers make their homes, the big buildings in which the supplies are stored, the roads, sidewalks and all the other things going to the making of a city for 40,000 men.

If you have a son, or a brother, a sweetheart, a friend or an acquaintance who is in the army, you must see this picture. You must see the conditions under which the American boys will live while in training and the enormous amount of work embodied in the preparations for housing them during the training period.

AMERICA'S VOLCANIC ENERGY AT WORK IN FILM, "OVER HERE"

"America's volcanic energy will win the war," said Premier Lloyd George, of England, recently.

Just what this volcanic energy of America can accomplish is shown in the great patriotic film, "Over Here," which will be shown at the theatre on This big, tremendous offering showing America's resistless thousands smashing all construction records to bits in the construction of the vast cantonments in which Uncle Sam's army will be housed while being trained for the final smash in the great conflict.

The whole fascinating process of building a gigantic cantonment is shown in this picture. You see the huge hordes of men rushing toward

sh across the sea. You want to see the speed, force and energy put into the construction of these cantonments. So you will want to see "Over Here" at the as "Over Here" shows in interesting and speedy the construction of one of the many cantonments which are now being built, the United States from coast to coast.

The particular cantonment shown in this picture in process of construction is the one located at Little Rock, Ark. This cantonment was completed on time, September 1st, ready to receive the thousands of soldiers assigned to it. You are not surprised that it was completed on time when you see the speed and energy, the thousands of men, the tons of materials, the hundreds of machines put into its construction.

"Over Here" shows the construction of this cantonment from the completion of the blue prints to the time of the arrival of the U. S. soldiers. It shows the peaceful countryside transformed in the twinkling of an eye into an armed camp and it shows the overcoming of difficulties with a dash and spirit which will make the American soldiers the best in the entire world.

You will be intensely interested in "Over Here." See it by coming early and avoiding the rush.

* * *

AMERICA'S VOLCANIC ENERGY WILL WIN WAR," SAYS



OVER HERE you will see
All building records smashed to bits;

Thousands of men and horses toiling as men never toiled before;

A whole city, capable of housing 40,000 people completely constructed in fifty-two days;

"OVER HERE" is loaded with patriotism, jammed with interest, packed with timeliness.

See it.

IBEX THEATRE

All week; morning, afternoon and

night, beginning November 19th.

night, beginning November 19th.

TWO COL. AD

America's Great Achievement



OVER HERE men toiled as they had never toiled before;

OVER HERE army cantonments were rushed to completion with a speed that turned the Kaiser sick and made the Crown Prince wish for home and mother.

OVER HERE you can now see in motion pictures how these army cantonments were built by sweating, tireless thousands of men. OVER HERE you can see how Uncle Sam's victorious soldiers marched in and

took possession of the finished cities fifty-two days after construction work was started.

"OVER HERE" is the title of this vitally interesting, tremendously timely, gloriously PATRIOTIC picture.

See it at the

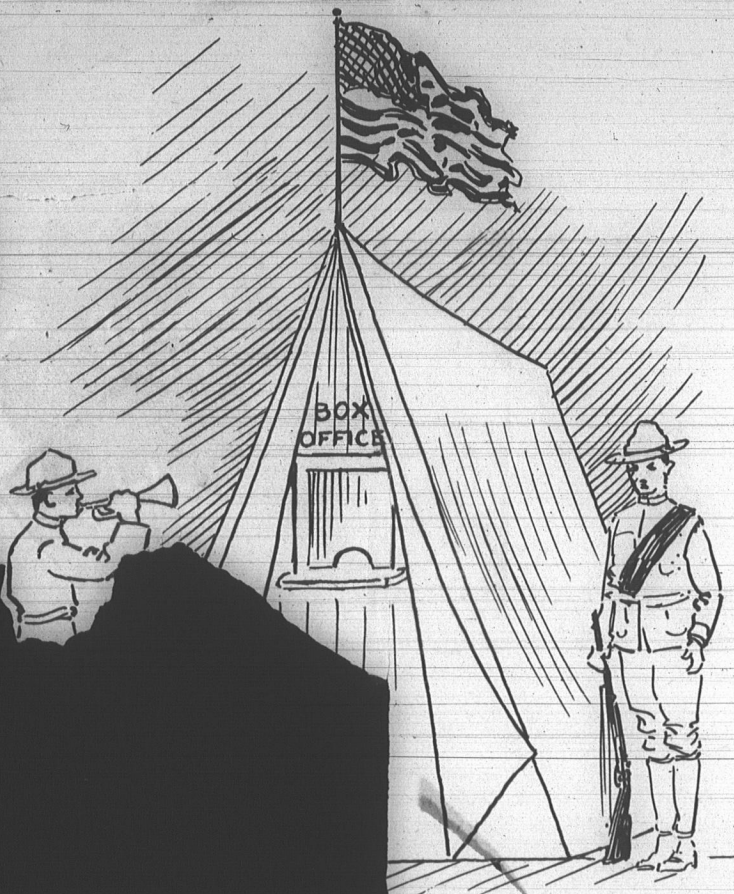
IBEX THEATRE

All week; morning, afternoon and night, beginning November 19th.

Best-Selling Stunts for "OVER HERE"

Use These Booster Suggestions and Pack 'Em In for "Over Here"

Give a Military Aspect to Your Box Office



Place the dates and hours for the showing of this feature in a special story on the first page of their papers. The picture and the local significance of "Over Here" is big enough to warrant every newspaper editor in doing this.

Find some prominent local civil

war veteran. Get him to tell how the soldiers were concentrated and trained for the civil war and get this story in some local paper together with an announcement of your showing of "Over Here."

Get in touch with your local school superintendent and arrange with him to dismiss the schools early some afternoon so as to give the children the opportunity of seeing this highly educational, vitally timely and tremendously patriotic picture. Get the superintendent to have the teachers announce the showing of this picture to the pupils.

Arrange with your local Red Cross organization to have a special Red Cross matinee at which they would be privileged to use the theatre after the showing of the picture for a half hour inspirational meeting and collection of funds for the Red Cross.

Have a private showing of this picture for the leading ministers, the newspaper men, the local recruiting officers, your local exemption boards, prominent club women, Red Cross leaders, school superintendent and leaders in the sale of Liberty Bonds. The mere fact of having such a showing is a good local news story and you will be sure to get much local publicity by such a showing. Secure comments and endorsements of the picture by the most prominent people present and play these endorsements up in your ads.

Fix up your lobby with army equipment. Make it look as military as possible. If anyone in your city has any European war trophies, place them on display.

Offer ten per cent. of your total proceeds to the Red Cross or for the purchase of smokes for the soldiers.

Offer a prize of an army sweater to the boy writing the best 250-word essay on "What America Has Already Done in This War." Offer a prize of a \$5 Red Cross membership to the girl writing the best essay on this subject.

Give free admissions to the wives and children of all local soldiers in cantonments at the time the picture is shown.

Admit soldiers and sailors in uniform at half price.

Organize a "Patriotic Morning Matinee." Get your local civil war veterans to come to your theatre on that morning, admit them free of charge and have specially reserved seats for them. Advertise the event heavily, laying particular emphasis on the patriotic aspect of the morning and the picture.

Drape your screen with American flags and with bunting.

Give souvenirs of small American flags on some particular morning or afternoon.

Build a miniature cantonment and place it in your lobby.

Hang a sign over your entrance bearing this inscription in red, white and blue: "UNCLE SAM'S PUNCH. See it at work 'OVER HERE.' Here, Now."

Synopsis

The start of the cantonment construction is shown in "Over Here" was a blue print, on location of all the buildings, etc., was carefully laid out. See the 3,000 acres of land, as the site for the cantonment the construction work began necessary to construct four-tenth miles of track from Missouri-Pacific Railroad to the cantonment and this trackage was completed in three weeks.

Six thousand workmen in the city in which 40,000 men were housed, in fifty-three days. One of the roads built at the cantonment before and after work was started. We also see a part of 34,000,000 feet of lumber used in building up the camp. Twelve buildings were erected at the cantonment and 4,000 carloads of material used in the work. Twenty-seven miles of sewers were laid and we see the pipe piled up. We see the construction work on a septic tank. Twenty-three miles of pipe carry two and a half million gallons of water daily to the cantonment. This water is piped across the Mississippi River and boosted over by a huge pumping station. 200,000 gallon reserve tanks.

THROUGH

Volcano In

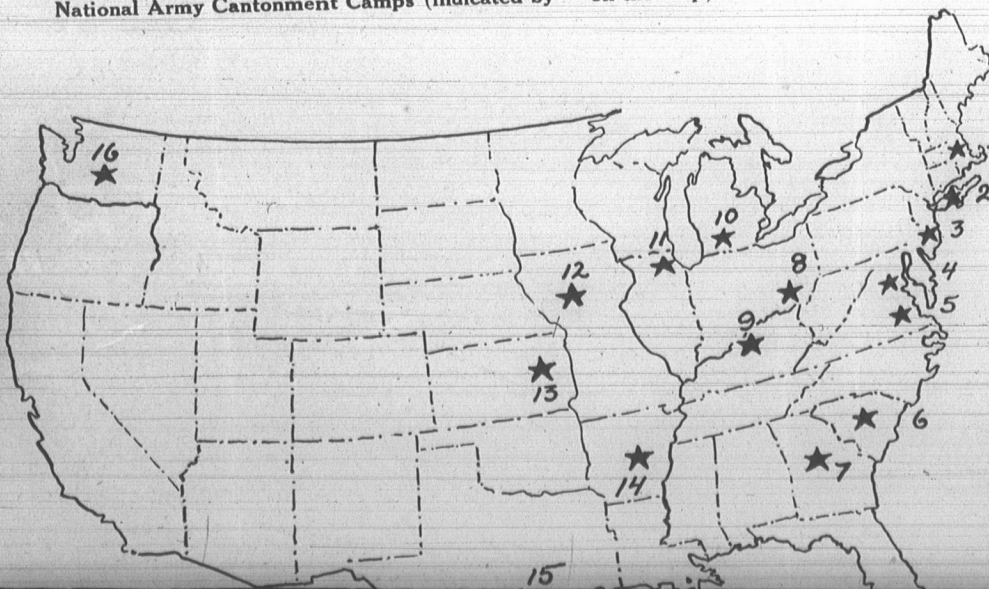
Never before did
Never before we
Never before were so
Never before was the
interesting gloriously
Don't miss it. See it

IBEX

All week; more
beginning

National Army Cantonments

National Army Cantonment Camps (indicated by * on the map)



Stunts for "OVER HERE"

Suggestions and Pack Over Here"

to

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y Cantonments

amps (indicated by * on the map)



Synopsis of "Over Here"

The start of the cantonment whose construction is shown in "Over Here" was a blue print, on which the location of all the buildings, railroad, etc., was carefully laid out. Next we see the 3,000 acres of land, selected as the site for the cantonment, before the construction work began. It was necessary to construct four and one-tenth miles of track from the Missouri-Pacific Railroad to the camp and this trackage was completed in three weeks.

Six thousand workmen built the city in which 40,000 men were to be housed, in fifty-three days. We see one of the roads built at the camp, before and after work was started on it. We also see a part of the 34,000,000 feet of lumber used in putting up the camp. Twelve hundred buildings were erected at the camp and 4,000 carloads of materials were used in the work. Twenty-seven miles of sewers were laid and we see quantities of the pipe piled up. We also see the construction work on the big septic tank. Twenty-three miles of pipe carry two and a half million gallons of water daily to the camp and this water is piped across the Arkansas River and boosted over the hills by a huge pumping station into 200,000 gallon reserve tanks.

Fire is a vital enemy of the cantonment and we see the camp's fire department making a run. We are then shown the thousands of workmen going to work on flat cars, wagons, mules, etc.

Next we see the transportation end of the army, many huge motor trucks and the slow but sure wagon train. Pay day brings the huge construction army to the offices in long lines. The medical end of the cantonment is shown at a drill.

\$50,000 was spent in cleaning the camp site of mosquitoes by putting oil on the water in the vicinity and this work is shown being done.

Vaccination against smallpox and typhoid fever is one of the important things done at the camp and this is shown. Following this comes a panoramic view of the camp showing particularly the ten huge buildings needed for supplies alone.

The soldiers began arriving. While they were on a hike through the city a wonderful construction record was made at the cantonment. The barracks for one entire company were rushed to completion in two hours and fifty-five minutes. Then 450 workmen set up a new world's record that will last for a long time—three hundred and thirty-eight minutes.

THROW-AWAYS

Back

Volcanic Energy In Action

Never before did

Never before were cities erected with such speed.

Never before were such construction records made.

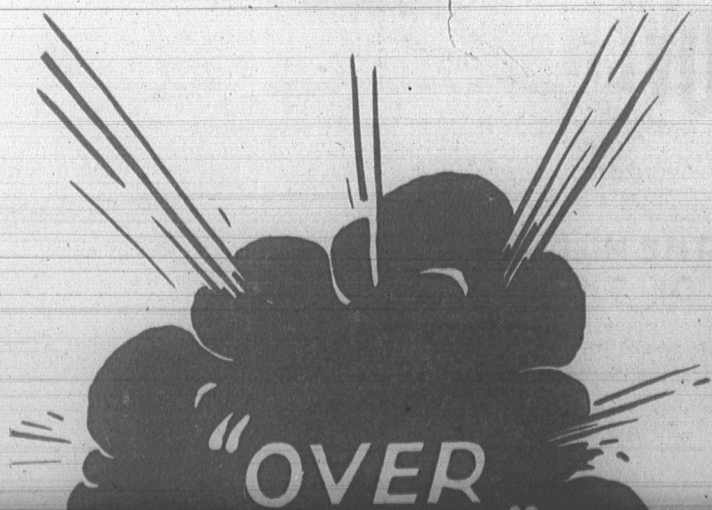
Never before was there such a timely, educational, vitally interesting gloriously patriotic picture as "OVER HERE."

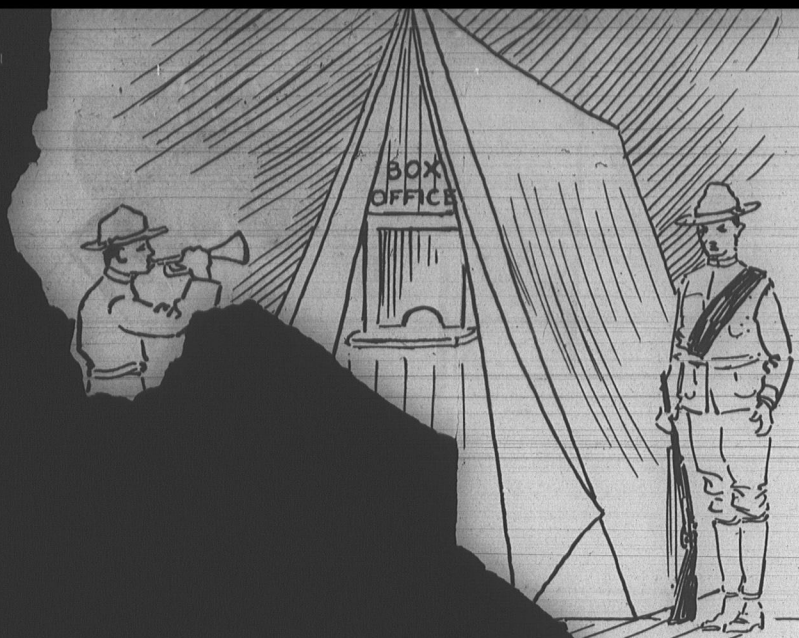
Don't miss it. See the army cantonments constructed.

IBEX THEATRE

All week; morning, afternoon and night,
beginning November 19th

Front





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first page of their papers.
and the local significance
"is big enough to war-
newspaper editor in doing

se prominent local civil

auditorium.

If your theatre is located at a moderate distance from a cantonment, give free admissions or half prices to all fathers and mothers who have sons in the army and who have not been able to visit their sons in camp.

Pay a personal call to the editors of your local newspapers and impress on them that this is a big, important LOCAL piece of news. Tell them that every person who has a relative or a friend in the army will be vitally interested in this picture and will demand to see it. Tell the editors to

war veteran. Get him to tell how the soldiers were concentrated and trained for the civil war and get this story in some local paper together with an announcement of your showing of "Over Here."

Get in touch with your local school superintendent and arrange with him to dismiss the schools early some afternoon so as to give the children the opportunity of seeing this highly educational, vitally timely and tremendously patriotic picture. Get the superintendent to have the teachers announce the showing of this picture to the pupils.

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Offer ten per cent. of your total proceeds to the Red Cross or for the purchase of smokes for the soldiers.

Offer a prize of an army sweater to the boy writing the best 250-word essay on "What America Has Already Done in This War." Offer a prize of a \$5 Red Cross membership to the girl writing the best essay on this subject.

Give free admissions to the wives and children of all local soldiers in cantonments at the time the picture is shown.

Admit soldiers and sailors in uniform at half price.

Organize a "Patriotic Morning Matinee." Get your local civil war veterans to come to your theatre on that morning, admit them free of charge and have specially reserved seats for them. Advertise the event heavily, laying particular emphasis on the patriotic aspect of the morning

and the picture.

Drape your screen with American flags and with bunting.

Give souvenirs of small American flags on some particular morning or afternoon.

Build a miniature cantonment and place it in your lobby.

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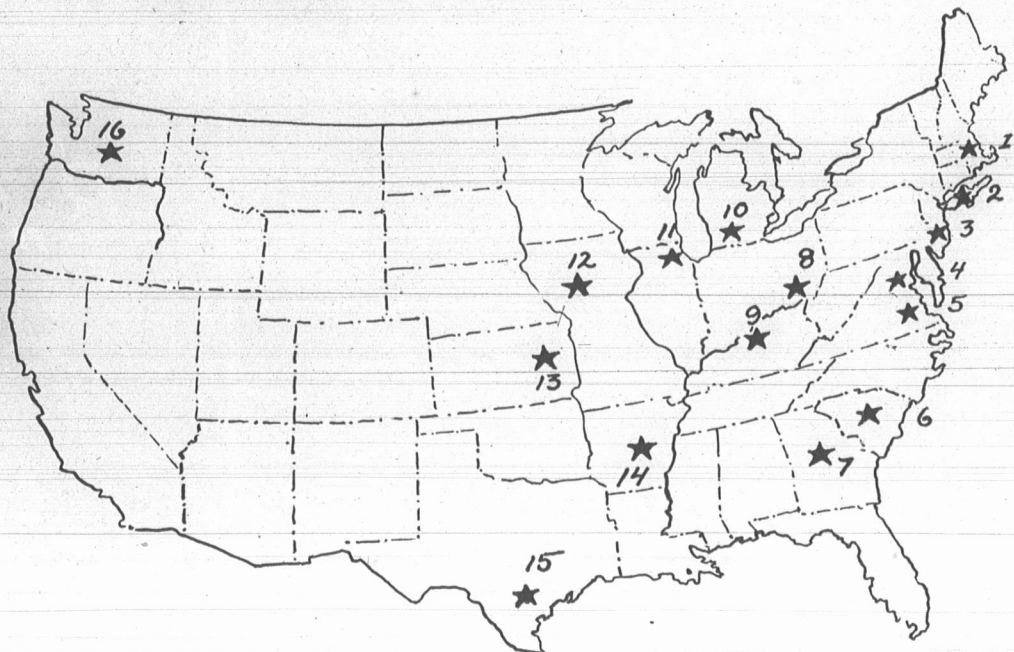
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IBEX

All week; mo
beginn

National Army Cantonments

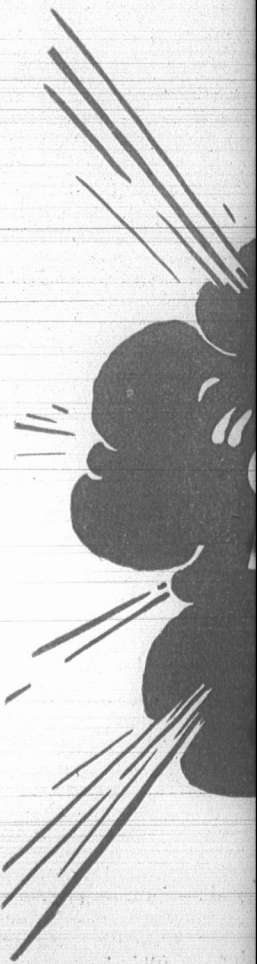
National Army Cantonment Camps (indicated by * on the map)



1. CAMP DEVENS—Ayer, Mass.—76th Division—Part New York, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.
2. CAMP UPTON—Yap Hank (L. I.)—N. Y. 77th Division—Metropolitan District of New York.
3. CAMP DIX—Wrightstown, N. J.—78th Division—Part New York, Delaware, New Jersey.
4. CAMP MEADE—Admiral, Md. (near Annapolis Jct.)—79th Division, Maryland, District of Columbia, part Pennsylvania.
5. CAMP LEE—Petersburg, Va.—80th Division—Virginia, West Virginia, part Pennsylvania.
6. CAMP JACKSON—Columbia, S. C.—81st Division—North Carolina, South Carolina, Florida, Porto Rico.
7. CAMP GORDON—Chamblee, Ga. (near Atlanta)—82d Division—Georgia, part Alabama, Tennessee.
8. CAMP SHERMAN—Chillicothe, Ohio—83d Division—Ohio, part Pennsylvania.
9. CAMP TAYLOR—Dumesnil, Ky. (near Louisville)—84th Division—Indiana, Kentucky, part Illinois.
10. CAMP CUSTER—Battle Creek, Mich.—85th Division—Michigan, part Wisconsin.
11. CAMP GRANT—New Milford, Ill. (near Rockford)—86th Division—part Illinois, part Wisconsin.
12. CAMP PIKE—Little Rock, Ark.—87th Division—Arkansas, Louisiana, Mississippi, part Alabama.
13. CAMP DODGE—Des Moines, Iowa—88th Division—Minnesota, Iowa, North Dakota, part Illinois.
14. CAMP FUNSTON—Fort Riley, Kan.—89th Division—Kansas, Missouri, Colorado, South Dakota, Nebraska, New Mexico, Arizona.
15. CAMP TRAVIS—Fort Sam Houston, Tex.—90th Division—Texas, Oklahoma.
16. CAMP LEWIS—American Lake, Wash.—91st Division—Washington, Montana, Oregon, Idaho, Wyoming, California, Nevada, Utah, Alaska.

Have this map reproduced and hung in your lobby. Have this descriptive matter, telling the exact location of the camps and the troops stationed at each camp, printed and attached to the map. You will find it one of the very best lobby displays you have ever used.

Have your ushers wear costumes like the one shown above.



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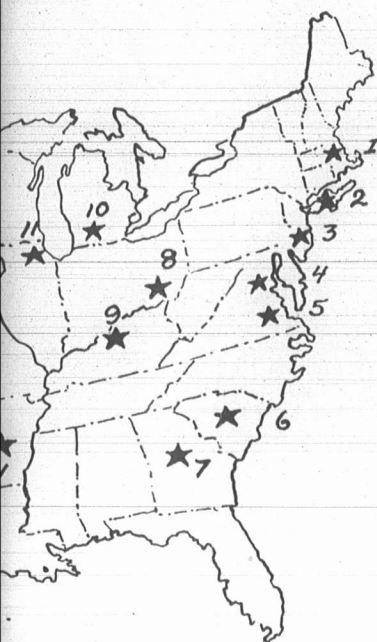
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the map)



Massachusetts, Rhode Island, Connecticut.

Delaware, part Pennsylvania.

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Nebraska, New Mexico, Arizona.

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THROW-AWAYS

Back

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IBEX THEATRE

All week; morning, afternoon and night,
beginning November 19th

Front



This document is from the Library of Congress
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1912-1977”

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